

PrintRunner Case Study

PrintRunner, Inc. was established with little more than a small press and a dream. Ten years later PrintRunner.com is one of the foremost quality printers in



Southern California. The company has invested millions to bring all the services it offers in-house, delivering value from concept to completion. Today, over 90,000 SMB customers depend on PrintRunner's high quality print products to represent their brand.

Business Situation

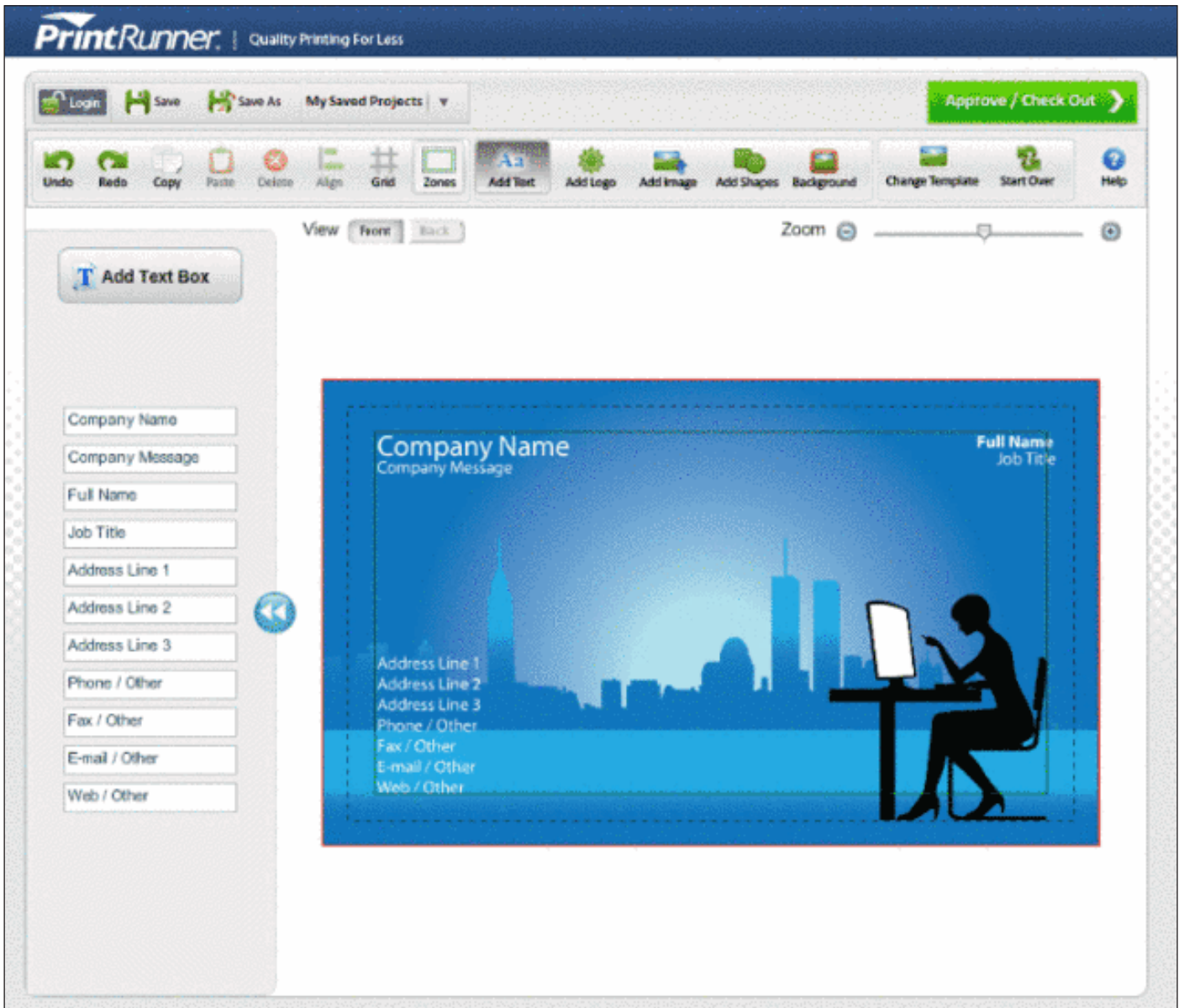
PrintRunner is in the creative business and when dealing with creative pieces, there is nothing more frustrating than having your creativity bound by the tools you use. The old way of designing print products was to use a very simple, non-Flash, design application. This application was so static that users could not even move text fields to create a custom look. For a company that prides itself on delivering high quality, low priced products with very fast turnaround, PrintRunner's business and customer satisfaction was being limited by its old design tool that lacked free-form interaction.

Application Description

PrintSites Design Studio is an Adobe Flash application that connects to a .NET backend, providing PrintRunner customers with a flexible and user-friendly way to design any print product they choose, such as business cards, flyers, posters, brochures, vinyl banners, etc. using drag and drop functionality. This application also streamlines the business process, enabling PrintRunner to boost their online print shop orders.

Problem Definition

While the PrintRunner development team had both .NET and Flash programming skills, time was not on their side. They had only one month to complete the integration effort and choosing one of the free AMF libraries was not an option. They needed a solution that required literally no additional learning and that would deliver reliable performance.



Solution

PrintRunner chose WebORB for .NET to integrate their MS SQL 2008 database with their new Flash application. They utilized WebORB’s remoting feature to marshal the communications between client and server. The speed with which they were able to integrate their services enabled the team to meet their one month deadline with ease.

Benefits

- Quick and Painless Integration - According to Senior Web Designer David Padilla, “The implementation and integration of the template section and design studio with our own system was quick and painless. In fact, the project completion was achieved much faster than expected thanks to WebORB.”

- Smooth Performance - Igor from marketing states, “The new designer functions so smoothly that the transition between the HTML page and the Flash application is hardly noticeable.”
- Very Low Learning Curve - Within a matter of minutes, the PrintRunner team was up and running with WebORB.

Solution Stack

- WebORB for .NET
- Adobe Flash
- ASP.NET 4.0/IIS
- MS SQL Server 2008